

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	SECURITY INTEREST																
CONVEYING PARTY DATA																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Name</th> <th style="width: 25%;">Formerly</th> <th style="width: 25%;">Execution Date</th> <th style="width: 25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>Seminole Hard Rock Entertainment, Inc.</td> <td></td> <td>03/05/2007</td> <td>CORPORATION: FLORIDA</td> </tr> <tr> <td>Seminole Hard Rock International, LLC</td> <td></td> <td>03/05/2007</td> <td>LIMITED LIABILITY COMPANY: FLORIDA</td> </tr> <tr> <td>Hard Rock Spirits, LLC</td> <td></td> <td>03/05/2007</td> <td>LIMITED LIABILITY COMPANY: FLORIDA</td> </tr> </tbody> </table>	Name	Formerly	Execution Date	Entity Type	Seminole Hard Rock Entertainment, Inc.		03/05/2007	CORPORATION: FLORIDA	Seminole Hard Rock International, LLC		03/05/2007	LIMITED LIABILITY COMPANY: FLORIDA	Hard Rock Spirits, LLC		03/05/2007	LIMITED LIABILITY COMPANY: FLORIDA	
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Hard Rock Spirits, LLC		03/05/2007	LIMITED LIABILITY COMPANY: FLORIDA														
RECEIVING PARTY DATA																	
Name:	U.S. Bank National Association, as Collateral Agent																
Street Address:	500 West Cyprus Creek Road																
City:	Fort Lauderdale																
State/Country:	FLORIDA																
Postal Code:	33309																
Entity Type:	National Banking Association:																
PROPERTY NUMBERS Total: 2																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>77763824</td> <td>HARD ROCK VODKA</td> </tr> <tr> <td>Serial Number:</td> <td>77900885</td> <td>HARD ROCK</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Serial Number:	77763824	HARD ROCK VODKA	Serial Number:	77900885	HARD ROCK								
Property Type	Number	Word Mark															
Serial Number:	77763824	HARD ROCK VODKA															
Serial Number:	77900885	HARD ROCK															
CORRESPONDENCE DATA																	
Fax Number:	(407)445-7630																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	407-445-7625																
Email:	ipenforcement@hardrock.com																
Correspondent Name:	Rebecca L Roby																
Address Line 1:	6100 Old Park Lane																
Address Line 4:	Orlando, FLORIDA 32835																
NAME OF SUBMITTER:	Rebecca L. Roby																

OP \$65.00 77763824

900158092

TRADEMARK
REEL: 004174 FRAME: 0226

Signature:	/rlr/
Date:	03/25/2010
Total Attachments: 3 source=Spirits Security Agreement#page1.tif source=Spirits Security Agreement#page2.tif source=Spirits Security Agreement#page3.tif	

SEMINOLE HARD ROCK ENTERTAINMENT, INC.
SEMINOLE HARD ROCK INTERNATIONAL, LLC

VIA CERTIFIED MAIL/TELECOPIER

Date: March 18, 2010

U.S. Bank National Association
500 West Cypress Creek Road, Suite 560
Attn: Corporate Trust Offices
Telecopier: (954) 776-2629

To Whom It May Concern:

Reference is made to that certain Security Agreement dated as of March 5, 2007 (the "Security Agreement") by and among Seminole Hard Rock Entertainment, Inc. ("SHRE"), Seminole Hard Rock International, LLC ("SHRI"), and together with SHRE, collectively, the "Company", the guarantors party thereto (the "Guarantors"), and collectively with the Company, the "Pledgors"), U.S. Bank National Association, as collateral agent (the "Collateral Agent") and Merrill Lynch Capital Corporation, as administrative agent.

Pursuant to Section 6.3 of the Security Agreement, the following Pledgors hereby notify the Collateral Agent that one of the Pledgors has submitted applications to the United States Patent and Trademark Office to register certain trademarks as set forth on Schedule A hereto.

Please contact us if you have further questions or concerns.

SEMINOLE HARD ROCK ENTERTAINMENT, INC.,
as Pledgor

By: 

Name: Brad Buchanan
Title: Executive Vice President, Chief Financial
Officer and Secretary

SEMINOLE HARD ROCK INTERNATIONAL, LLC, as
Pledgor

By: 

Name: Brad Buchanan
Title: Executive Vice President, Chief Financial
Officer and Secretary

HARD ROCK SPIRITS, LLC (f/k/a HARD ROCK
BREWING, INC.), as Pledgor

By: SEMINOLE HARD ROCK ENTERTAINMENT,
INC., its Sole Member

By: 

Name: Brad Buchanan
Title: Executive Vice President, Chief Financial
Officer and Secretary

Agreed and accepted:

U.S. BANK NATIONAL ASSOCIATION

By: _____

Name: Scott Schuhle

Title: Vice President

Schedule A

**NEW TRADEMARK APPLICATIONS - SUBMITTED BY HARD ROCK SPIRITS, LLC (F/K/A
HARD ROCK BREWING, INC.)**

Mark	Class(es)	Serial Number	App. Date
HARD ROCK VODKA	33	77/763,824	6/19/2009
HARD ROCK	33	77/900,885	12/24/2009

MIA 181,115,627v1

MIA180915204

RECORDED: 03/25/2010

**TRADEMARK
REEL: 004174 FRAME: 0230**